

ORDER



KLAS

Mike Jones

K-WAS

National

Orders Order / Rev: 37788
 Alt Order #: 08889999
 Product Desc: Issue
 Estimate: 2280
 Flight Dates: 10/30/12 - 11/06/12
 Original Date / Rev: 10/29/12 / 10/29/12
 Order Type: GENERAL

Primary AE:

Sales Office:

Sales Region:

Agency Name: Waterfront Strategies
 Buying Contact: _____
 Billing Contact: _____
1010 Wisconsin Avenue
Washington, DC 20007

Billing Type:

Cash

Billing Calendar:

Broadcast

Billing Cycle:

EOM/EOC

Agency Commission:

15%

Advertiser Name: Senate Majority PAC
 Demographic: A35+
 Product Codes: PO4
 Priority: LV1
 Revenue Codes: AGY, POL, ISS

New Business Thru:

Order Separation:

00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	6	\$16,100.00	\$13,685.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	6	\$16,100.00	\$13,685.00	0.00
Totals	6	\$16,100.00	\$13,685.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$16,100.00

Market	100%	\$53,666.67
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Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$13,416.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$2,683.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E	1	8	10/30/12	11/05/12	Live w/Kelly Live w/Kelly	CM	9-10a	MTWTF--	:30	1	\$1,900.00	LV1	0.00	NM	1	\$1,900.00
LIVE! WITH KELLY																
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating											
Week: 10/30/12	11/05/12	MTWTF--	1	\$1,900.00	0.00											
E	5	8	10/30/12	11/05/12	8 News Now 4p M-F	CM	4-5p	MTWTF--	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00
8 News Now 4p M-F																

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Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount			
8 NEWS NOW AT 4PM & 430PM																				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>												
Week:	10/30/12	11/05/12	MTWTF--			1	\$2,500.00	0.00												
E	6	8	10/30/12	11/05/12	CBS This Morning	7-9a	CM		MTWTF--	:30	1	\$3,000.00	LV1	0.00	NM		1	\$3,000.00		
CBS THIS MORNING																				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>												
Week:	10/30/12	11/05/12	MTWTF--			1	\$3,000.00	0.00												
E	7	8	10/30/12	11/05/12	8 News Now	5-630p	M-FCM		MTWTF--	:30	1	\$3,000.00	LV1	0.00	NM		1	\$3,000.00		
8 News Now 5-630p M-F																				
8 NEWS NOW ROTATION																				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>												
Week:	10/30/12	11/05/12	MTWTF--			1	\$3,000.00	0.00												
N	8	8	10/30/12	11/05/12	8 News Now	5a	M-F	CM	5-6a		MTWTF--	:30	1	\$2,850.00	LV1	0.00	NM		1	\$2,850.00
8 News Now 5a M-F																				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>												
Week:	10/30/12	11/05/12	MTWTF--			1	\$2,850.00	0.00												
N	9	8	10/30/12	11/05/12	8 News Now	6a	M-F	CM	6-7a		MTWTF--	:30	1	\$2,850.00	LV1	0.00	NM		1	\$2,850.00
8 News Now 6a M-F																				
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>												
Week:	10/30/12	11/05/12	MTWTF--			1	\$2,850.00	0.00												
Totals																				
																	6	\$16,100.00		